



**Audit Bureau  
of Circulations**

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## AUDIT REPORT: Magazine

**FOOD & WINE**  
New York, New York

CLASS, INDUSTRY OR FIELD SERVED: Edited for those interested in various aspects of food, wine, entertaining and travel. Each issue contains articles on a variety of subjects of particular interest to the gourmet.

### 1. AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 1991:

Subscriptions:	757,911
Single Copy Sales:	<u>37,534</u>
<b>AVERAGE TOTAL PAID CIRCULATION</b>	<b>795,445</b>
Advertising Rate Base	800,000
Average Total Non-Paid Distribution	108,649

### 1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

Edition & number of issues		Edition & number of issues	
Northeast (12)	239,050	Atlantic (12)	120,765
Western (12)	151,314		

### 2. PAID CIRCULATION BY ISSUES:

1991 Issue	Subscriptions	Single Copy Sales	Total Paid	1991 Issue	Subscriptions	Single Copy Sales	Total Paid
Jan.	776,641	32,645	809,286	July	766,375	34,547	800,922
Feb.	784,368	39,112	823,480	Aug.	779,724	41,149	820,873
Mar.	738,355	34,998	773,353	Sept.	771,504	39,836	811,340
Apr.	739,897	36,548	776,445	Oct.	749,254	35,410	<u>784,664</u>
May	747,116	39,936	787,052	Nov.	744,375	39,803	784,178
June	761,283	37,394	798,677	Dec.	738,038	39,029	775,067

### AVERAGE PAID CIRCULATION BY QUARTERS for the previous three years and period covered by this report:

Calendar Quarter Ended	1988	1989	1990	1991
March 31	771,306	812,376	805,699	802,040
June 30	771,583	814,338	790,049	787,391
September 30	774,238	777,250	808,536	811,045
December 31	773,171	799,101	803,518	781,303

### AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 15,352 copies per issue deduction.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examinations were made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

July, 1993

**Audit Bureau of Circulations**

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